



WTIC-TV

ORDER

Print Date 10/30/12 Page 1 of 3

Flight Dates 10/25/12-10/29/12

Contract / Revision 396143 - 7 **FIRENDS OF ELIZ ESTY**

Original Date / Revision
10/30/12 10/30/12 Agency Com 15%
Billing Contact

Advertiser E Esty/D/5th Dist/Congress
3050 K St NW
Washington, DC 20007

Agency Greer Margolis & Mitchell, In

Buying Contact
Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00
Estimate # 1953
Alt Order # 06361678
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL CAND
Product Codes PL3
Priority 01
Advertiser Ref

Primary Account Executive

Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 15% Market Value 90566

Competing Station	% of Order	Amount
2WCCT	1%	905
3WFSB	45%	40755
4WVIT	12%	10868
5WTNH	27%	24453
6WCTX	%	0
7CABL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	19	\$10,969.25	\$12,905.00	0.00	10/01/12	10/28/12	19	\$10,969.25	\$12,905.00
November 2012	4	\$578.00	\$680.00	0.00	10/29/12	10/29/12	4	\$578.00	\$680.00
Totals	23	\$11,547.25	\$13,585.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	61	10/25/12	10/26/12	M-F News at Ten News at Ten	CM	10p-11p	--TF--	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--TF--		1	\$1,400.00			0.00					
2	61	10/25/12	10/26/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	--TF--	:30	1	\$50.00	03	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--TF--		1	\$50.00			0.00					
3	61	10/25/12	10/26/12	M-F News at 11pm News at 11pm	CM	11p-1135p	--TF--	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--TF--		1	\$375.00			0.00					
4	61	10/25/12	10/26/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	--TF--	:30	1	\$300.00	01	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--TF--		1	\$300.00			0.00					



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Contract / Revision**396143-7 Flight Dates 10/25/12-10/29/12**Hiatus DatesOriginal Date / Revision

10/30/12 / 10/30/12

Order Sep 00:15:00Advertiser**E Esty/D/5th Dist/Congress**Product**FIRENDS OF ELIZ ESTY**Estimate # **1953**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
5	61	10/25/12	10/26/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	--TF--	:30	1	\$55.00	03	0.00	NM	1	\$55.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	--TF--		1	\$55.00			0.00						
6	61	10/29/12	10/29/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	1-----		1	\$75.00			0.00						
7	61	10/25/12	10/26/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	--TF--	:30	1	\$425.00	01	0.00	NM	1	\$425.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	--TF--		1	\$425.00			0.00						
8	61	10/29/12	10/29/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$275.00	01	0.00	NM	1	\$275.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	1-----		1	\$275.00			0.00						
9	61	10/25/12	10/26/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	--TF--	:30	1	\$600.00	01	0.00	NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	--TF--		1	\$600.00			0.00						
10	61	10/29/12	10/29/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$275.00	01	0.00	NM	1	\$275.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	1-----		1	\$275.00			0.00						
11	61	10/25/12	10/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	--TF--	:30	1	\$75.00	03	0.00	NM	1	\$75.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	--TF--		1	\$75.00			0.00						
E 13	61	10/27/12	10/28/12	Sa/Su 7a-9a Weekend I Sa/Su 7a-9am Weekend I	CM	7a-9a	----SS	:30	1	\$25.00	03	0.00	NM	1	\$25.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----SS		1	\$25.00			0.00						
E 14	61	10/28/12	10/28/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----2	:30	2	\$1,200.00	01	0.00	NM	2	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----2		2	\$1,200.00			0.00						
17	61	10/29/12	10/29/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	1-----	:30	1	\$55.00	03	0.00	NM	1	\$55.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	1-----		1	\$55.00			0.00						
E 18	61	10/29/12	10/29/12	World Series on FOX World Series	CM	730p-11p	1-----	:30	1	\$8,500.00	01	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	1-----		1	\$8,500.00			0.00						
Spot	Ch	Date Range	Description		Start/End Time					Weekdays	Length	Rate	Rtg	Type		
1	61	10/29/12-11/04/12	World Series on FOX		730p-11p					M-----	:30	(\$8,500.00)	0.00	NM		
		Credited														
19	61	10/27/12	10/27/12	College FB Erly Game(FCM College FB Erly Game(FC	3p-730p		----4-	:30	4	\$700.00	01	0.00	NM	4	\$2,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	----4-		4	\$700.00			0.00						



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Contract / Revision **396143-7** Flight Dates **10/25/12-10/29/12**

Hiatus Dates

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Order Sep 00:15:00

Advertiser E Esty/D/5th Dist/Congress Product FIRENDS OF ELIZ ESTY

Estimate # 1953